



TOURISM IN ICELAND IN FIGURES

– January 2026

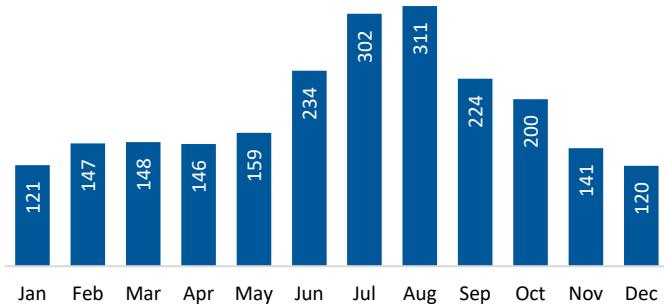
International visitors through Keflavik airport

International departures 2025¹

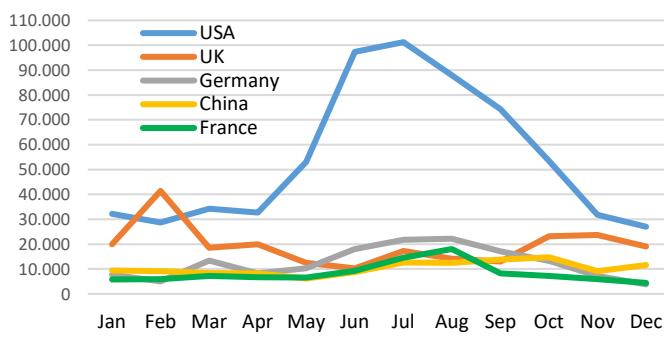
	% of departures	Number	% change from 2024	
Total number		2,253,157	2024	2023
<i>Top ten countries*</i>				
USA	29.0%	653,875	5.4%	1.9%
UK	10.3%	232,892	-12.5%	-18.3%
Germany	6.6%	148,003	4.3%	6.3%
China	5.5%	124,350	29.2%	122.1%
France	4.4%	99,652	4.3%	-1.5%
Italy	3.8%	86,278	-12.6%	5.6%
Canada	3.6%	80,998	4.1%	36.5%
Poland	3.5%	78,124	-28.0%	-43.6%
Spain	3.4%	75,540	5.1%	9.7%
NL	2.4%	54,913	-18.7%	1.9%

*Top ten countries 2025 were 72.5%.

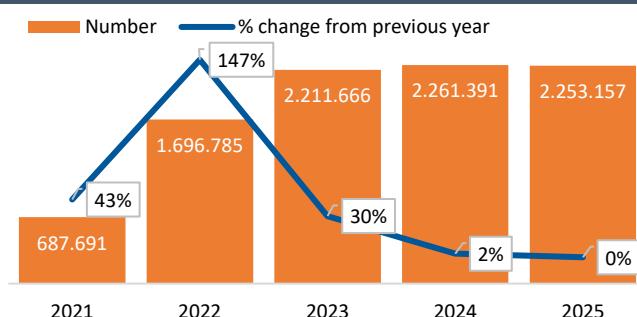
Departures by month 2025 ('000)



Departures by month 2025 – Top five countries³



International departures 2021 – 2025¹



Main purpose of visit to Iceland and length of stay

Purpose of visit 2025²

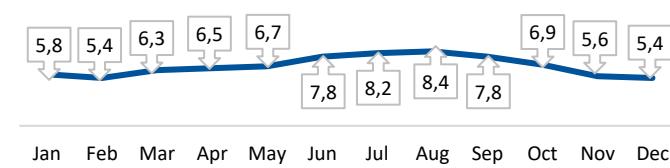
	% of visitors	Number*
Holiday	92.3%	2,080,340
Visit friends/relatives	2.5%	55,428
Health related, educational etc.	2.3%	51,372
Business	1.4%	31,995
Other	1.5%	34,022

*Calculation based on visitor statistics at Keflavik airport.

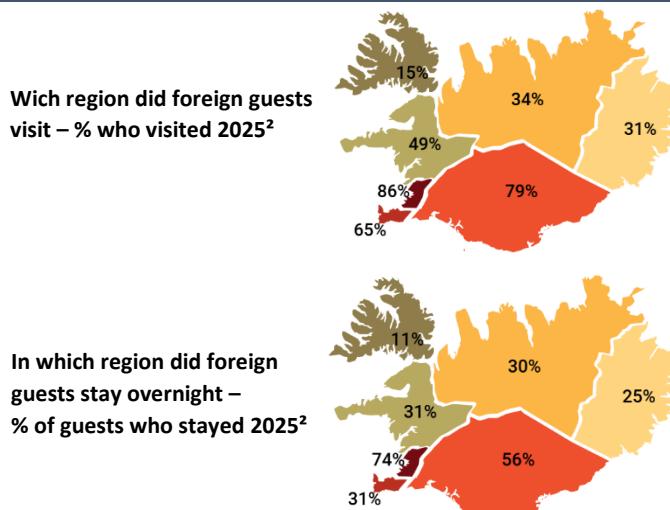
Length of stay 2025²

	Number of nights
Average length of stay	7,1
USA	6,2
UK	5,0
Germany	9,8
China	5,9
France	9,3
Italy	7,8
Canada	6,7
Poland	7,1
Spain	8,1
Netherlands	8,1

Average length (nights) of stay by month 2025²



Regions visited and overnight stays



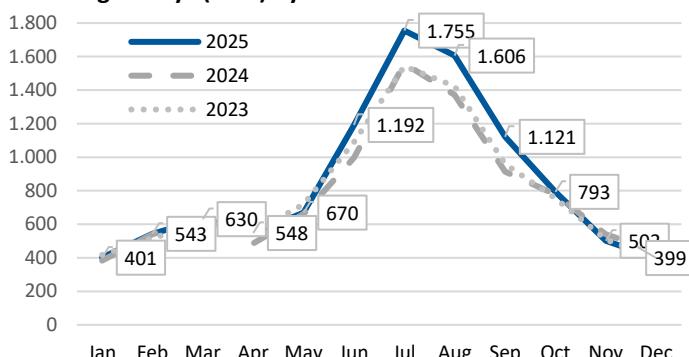
Overnight stays in registered accommodation

Overnight stays* by type of accommodation 2025³

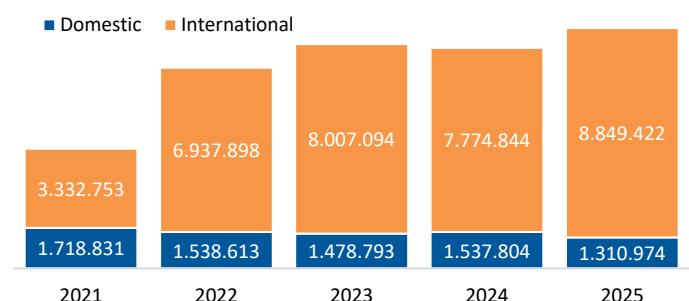
	% of guest nights	Number	% change from 2024	% change from 2023
Total guest nights	10,160,396		9.1%	7.1%
Hotel	53.5%	5,439,910	3.3%	3.3%
Guesthouses	12.7%	1,288,303	4.0%	-0.2%
Other	33.8%	3,432,183	22.3%	17.1%

*Domestic and international guest nights

Overnight stays ('000) by month 2025³



Overnight stays in registered accommodation 2021-2025³



Hotel guest nights

Overnight stays in hotels 2025 – Top five* countries³

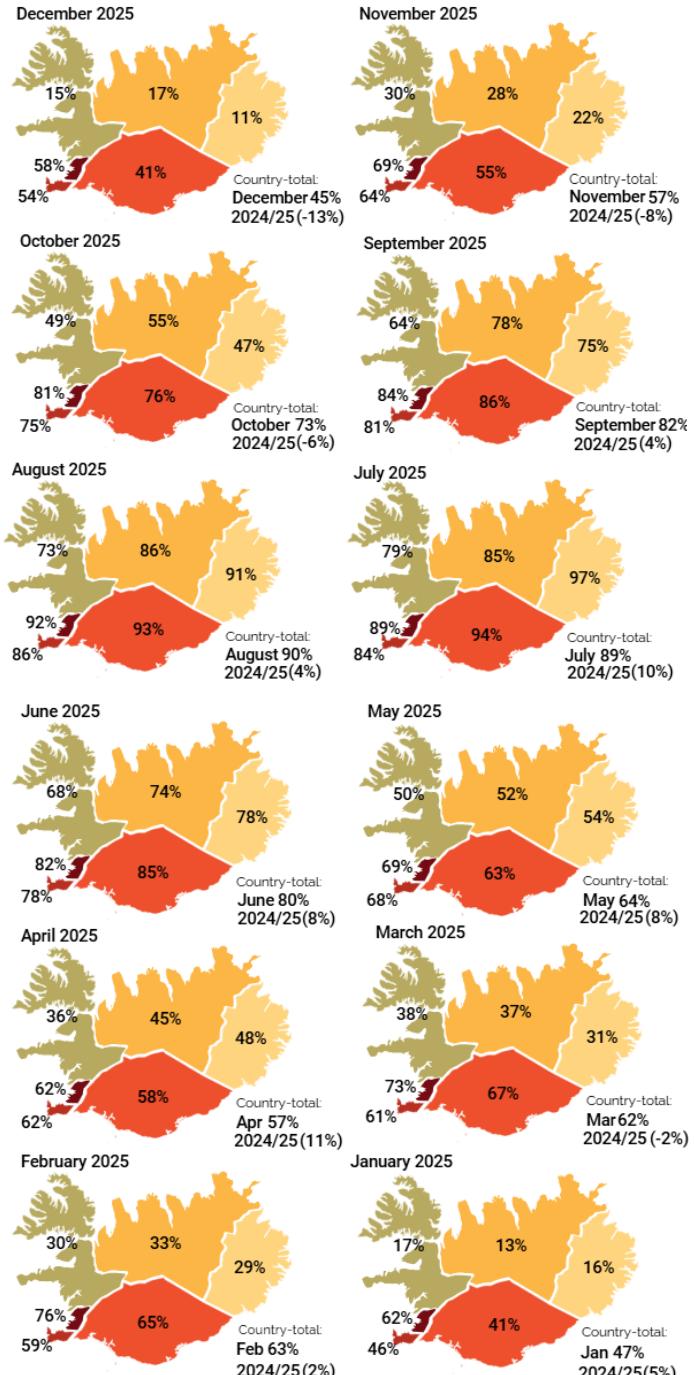
	% of guest nights	Number	% change from ⁴ 2024	% change from ⁴ 2023
Total hotel nights	5,439,910		3.3%	3.3%
USA	28.2%	1,533,631	1.6%	4.1%
UK	11.0%	598,171	-5.3%	-20.2%
Iceland	10.6%	577,911	-27.7%	-14.3%
Germany	7.5%	407,683	10.0%	-3.3%
China	6.6%	356,561	60.3%	158.4%

*5 largest nationalities accounted for 63.9% of guest nights in hotels.

Room occupancy in hotels 2025³

	Total		Capital region	
	Room occupancy	% change from ⁴ 2024	Room occupancy	% change from ⁴ 2024
Total	67.3%	-2.7%	74.8%	-0.5%
Jan	46.5%	4.7%	62.2%	-1.9%
Feb	62.8%	1.8%	75.7%	0%
Mar	62.3%	-1.9%	73.2%	-3.8%
Apr	56.7%	11.0%	62.0%	5.3%
May	63.7%	8.1%	69.1%	7.6%
Jun	79.9%	8.3%	81.6%	4.3%
Jul	88.9%	9.8%	89.0%	9.6%
Aug	89.7%	4.2%	92.2%	3.4%
Sep	81.9%	3.9%	84.4%	2.1%
Oct	72.7%	-5.8%	80.9%	-6.4%
Nov	56.8%	-8.1%	69.4%	-8.1%
Dec	45.1%	-13.1%	58.4%	-17.5%

Room occupancy in hotels by region³



Sources

¹ Icelandic Tourist Board and Isavia: Departure statistics at Keflavik Airport 2020-2025. The counting of passengers is done manually before they enter the departure area and the limitations of the methodology needs to be kept in mind when viewing the statistics. The counting is based on a sampling method.

²Icelandic Tourist Board: Border Survey conducted by the Icelandic Tourist Board and Statistics Iceland at Keflavik Airport, 2025.

³Statistics Iceland: Accommodation statistics 2021-2025. Guest nights in registered accommodation refer to overnight stays with operators registered in Statistics Iceland's database. Estimated figures for 2025.

⁴Year-on-year comparison: 2025 vs 2024 and 2023.